

SMITH COLLEGE
NORTHAMPTON, MASS.

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Special List
Radio Editors: Boston + N.Y.*

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File

NOTE TO EDITOR: Picture of three station heads available on request.

Released for Sunday papers, March 12, 1950.

Amherst, Mass., March 11 . . . Student operated radio stations at Amherst College, University of Massachusetts and Smith College have joined forces in what is believed to be the first direct line intercollege broadcasting network in the country, it was announced today. The network, known as the Pioneer Broadcasting System or PBS, is now running test broadcasts and will have its formal opening and first official broadcast later this month.

The three stations, Amherst College's WAMF, WMUA at the University of Massachusetts in Amherst, and Smith's WCSR seven miles away in Northampton, Mass., will be linked by direct telephone connections for the daily three-way broadcasts.

Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 9,000 campus listeners. It will also offer a greater variety in programs and a greater market to advertisers as well as give the technician and production staffs an opportunity to meet more of the problems that are connected with professional radio work. The test broadcasts which have been tried out on a five hour a day basis, have indicated the practicability of the three-way system.

The network brings together a state university, a privately endowed men's college, and a privately endowed women's college, all of which are residential. Interest in radio on the three campuses is high and the three staffs now total more than 350 students. Each college will present programs which have been effective on its own campus. Specialties include radio plays at Amherst, music at the University

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of Massachusetts and interview programs at Smith. It is also expected that, from time to time, visiting speakers at one of the three colleges will be heard over the three station network.

PBS, which gets its name from the Pioneer Valley area in which the three colleges are located, is headed by a board of nine directors with a president. Robert Vance of Worthington, Ohio, head of the Amherst station is president. The directors are Wayne Langill of Claremont, New Hampshire, head of the University of Massachusetts station; Patricia Butler of Brooklyn, New York, head of the Smith station; Edward Hopple from Cincinnati, Ohio, and John Hubbard from White Plains, New York, representing the Amherst station; Robert Bates from Winchester and Roy Pitman from Dorchester, representing the University of Massachusetts station; and Selma Pierson from Binghamton, New York, and Eleanor Echikson from Maplewood, New Jersey representing the Smith station.

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